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Dave Waller

Manager, Energy Services, Hawaiian Electric Company

HECO's Energy \$olutions Program: Partnership that Creates and Supports Local Businesses

HECO Energy\$olutions Program: Partnership That Creates and Supports Local Businesses

Dave Waller, Manager
*Energy Services Department
Hawaiian Electric Company*

Outline of Presentations

- ◆ Program Background
- ◆ Critical Success Factors
- ◆ Government - Utility Partnership
- ◆ Thermal Storage



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Critical Success Factors

- ◆ **Challenge:** Ensure Quality Product
- ◆ **Response:** Developed Comprehensive Uniform Standards and Specifications



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Program Background

- ◆ HECO's Residential DSM Program Kicked-off in 1996
- ◆ Rebate for Residential Solar Water Heating Systems Available on Oahu, Maui, Molokai, Lanai and Hawaii
- ◆ Over 12,000 Systems Have Been Installed Under This Program Since 1996



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Critical Success Factors

- ◆ **Challenge:** Encourage Financially Sound Contractors to Provide Solar Systems
- ◆ **Response:** Nearly 50 Participating Solar Contractors Are Involved



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Critical Success Factors

- ◆ **Challenge:** Ensure Quality of Installations
- ◆ **Response:** 100% Inspection of All Solar System Installed



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Critical Success Factors

- ♦ **Challenge:** Provide Financial Incentives to Reduce Up-Front Cost of the Solar System
- ♦ **Response:** Provide Utility Rebates and Support State Tax Credits



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Critical Success Factors

- ♦ **Challenge:** Ensure Energy Savings Are Achieved
- ♦ **Response:** HECO Conducts Independent Evaluations of Program Results



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Critical Success Factors

- ♦ **Challenge:** Develop Customer Awareness
- ♦ **Response:** Mass Media Advertising Campaign



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HECO Marketing Efforts

- ♦ Television
- ♦ Radio
- ♦ Newspaper
- ♦ Magazine
- ♦ Special Events
- ♦ Consumer Lines
- ♦ Bill Inserts
- ♦ Direct Mail
- ♦ Consumer Lines



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HECO Government Partnerships

- ♦ State of Hawaii & DBEDT
- ♦ U.S Dept. of Energy (DOE)
- ♦ U.S. Dept. of Defense (DOD)
- ♦ U.S. Environmental Protection Agency (EPA)



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State of Hawaii Partnership & DBEDT

- ♦ Joint Energy Awareness and Educational Programs With DBEDT
- ♦ Seminars
- ♦ Rebuild America



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HECO Leads the Nation in the Million Solar Roofs Initiative



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DOE Partnership

- ◆ **Million Solar Roofs Registry**
 - Over 80% of the Nation's Register Solar Roofs Are in Hawaii
 - Over 75% of the Nation's Federal Solar Roofs Are in Hawaii
- ◆ **With Support of the DOE, We Have:**
 - Held Solar Fest 2000 in May
 - Developing Education Curriculum for Sun Power for Schools and Smart Schools Programs



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HECO Is an Energy Star Ally



Hawaiian Electric Company, Inc.
Giving you the power



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EPA Partnership

- ◆ **HECO Has Brought the Energy Star Homes Program to Hawaii**
- ◆ **Qualifying Homes Are Eligible for Energy Star Loans at Lower Cost Than Conventional Loans**
- ◆ **Recruited Five Energy Star Mortgage Lenders and Eight Energy Star Builders**



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Energy Star Lending Institutions



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Private Developers Offering Solar

- ◆ **Schuler**
 - Waialele Classics
 - Waialele Celebrations
 - Kapolei Knolls
- ◆ **Gentry**
 - Terazza
- ◆ **Stanford Carr Development**
 - Iwalani



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Low-to-Moderate Income Housing Projects

- ◆ **Consuelo Algier Foundation**
 - Waianae Self-Help Homes
- ◆ **Department of Hawaiian Homelands**
 - Kalawahine Streamside & Kapolei Villages
- ◆ **Housing & Community Development Corp. of Hawaii**
 - Maili II & Kalihi Valley Homes
- ◆ **Waimanalo Self-Help Housing**



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Successes in Thermal Storage At Iolani



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Successes in Thermal Storage At Iolani

- ◆ **DBEDT Grant & Electric Power Research Institute Funding**
- ◆ **HECO Project Management**
- ◆ **Project Financing**
- ◆ **Success at Iolani Has Lead to Other Thermal Storage Projects**



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Conclusions

Fundamental Choices For Hawaii

- ◆ **Should We Continue To:**
 - Lead in Solar Water Heating
 - Make Wise Energy Investments
 - Create Positive Economic Value, Jobs and Encourage Small Businesses
- ◆ **If We Do, Continuation of the Tax Credits Is Essential**



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